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## VENTURE VORTEX JOINS FORCES WITH NEWMEDIARY.COM

New York ?July 10, 2000 ?Venture Vortex, Inc (<http://www.venturevortex.com>), the leading online community for successful startups, today announced a partnership with Newmediary.com, the largest network of online marketplaces for e-business services. Venture Vortex will integrate Newmediary.com's online marketplace into its innovative online service for entrepreneurs and the venture capital community, providing members with access to a tightly integrated RFP engine and interactive directory of e-business service providers.

The marketplace will be available as part of Venture Vortex's Venture RoadmapTM, a step-by-step list of action items and best practices for startups. The Newmediary.com marketplace will help entrepreneurs build better ventures by helping them quickly and easily identify, contact and select potential business services partners in such critical areas as e-commerce development, Web site design, venture capital funding, operations support and marketing.

"As our community continues to expand, members will want access to the information and tools provided by the popular Newmediary.com marketplace to allow them to fulfill their service provider needs in real time and at competitive prices," said Garnet Heraman, founder and CEO of Venture Vortex.

The Venture Vortex site has over 1000 registered entrepreneurs launching 60 new startups that are seeking \$150 million in funding. Newmediary.com, with more than 12,000 registered service providers and \$50 million in RFPs, is rapidly establishing itself as one of the most popular online marketplaces for emerging and mid-size businesses seeking e-business service providers.

"As an entrepreneur myself, I understand the unique value of a service like Venture Vortex," said Scott Cohen, founder and president of Newmediary.com. "By adding the Newmediary.com marketplace to its already comprehensive online service, Venture Vortex extends the value it brings its members by enabling them to take the next step in building their businesses ?finding and selecting the service providers they need to be successful."

### ABOUT VENTURE VORTEX

Venture Vortex (<http://www.venturevortex.com>) is a next generation online community for entrepreneurs and the venture capital industry! The site is designed to make venture creation truly frictionless and to compress the time it takes to build, launch and scale start-ups in the online and offline market spaces. Venture Vortex's web site is based on a strategy of enabling entrepreneurs to Educate, Execute and Interact. The Company's Venture RoadmapTM allows entrepreneurs to identify best practices and action items needed to create a robust start-up. The VentureBuilderTM tool set allows entrepreneurs to network with the Vortex community and immediately start a business online

Privately held, the company was founded by veteran entrepreneurs Garnet Heraman and Thomas Kane, Jr. and its management/advisory team hails from such organizations as WinStar, Printon Kane, Oppenheimer & Co. Inc., Diamond Technology Partners and ZDNet.

## **ABOUT NEWMEDIARY.COM**

Newmediary.com is the largest network of online marketplaces that connect buyers and providers of e-business services. This network, which comprises www.newmediary.com and its partner sites (including IDG's ITworld.com, Net Market Makers, CIO and others), enables buyers of e-business services to identify, contact and select the right service providers using a tightly integrated RFP engine and interactive directory. This approach puts buyers in control of the provider evaluation and selection process while giving providers access to a unique vehicle for marketing their services to ready buyers. As a result, the Newmediary.com network fosters an open exchange in which both buyers and providers benefit from a faster, less expensive, and more efficient way of doing business.

Venture-backed and privately held, the company was founded by Boston.com pioneer, Scott Cohen, and its management team hails from such organizations as The New York Times Company Digital, Forrester Research, Switchboard.com, Staples.com, and other leading online B2B players.

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